

Contract / Revision **19484** Flight Dates **06/17/10-06/18/10**

Original Date / Revision 06/15/10 / 06/16/10

Advertiser **FLORIDA FIRST INITIATIVE** Product

Agency **MCLAUGHLIN & ASSOCIATE** Agency Com 15%

Buying Contact Billing Contact

566 S ROUTE 303
BLAUVELT, NY 10913

Primary Account Executive
Vann Smith

Account Executive Order%
Vann Smith 100%

Sales Office RWWWSB

Sales Region Regional

Agency Ref

Order Sep 00:15:00

Estimate #

Alt. Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POLITICAICIA

Product Codes PL2

Priority P-1

Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

WCLF	%
WEDU	%
WFLA	%
WFTS	%
WFTT	%
WHTR	%
WMOR	%
WTOG	%
WTSP	%
WTTA	%
WTVT	%
WUSF	%
WVEA	%
WXPX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
June 2010	10	\$3,315.00	\$3,900.00	0.00
Totals	10	\$3,315.00	\$3,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
05/31/10	06/18/10	10	\$3,315.00	\$3,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	7	06/17/10	06/18/10	ABC 7 News at Sunrise CM	6-7a		---TF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
				ABC 7 News at Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/10	06/20/10	---TF--		2				\$200.00		0.00			
N 2	7	06/17/10	06/18/10	M-F GMA CM	7-9a		---TF--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/10	06/20/10	---TF--		2				\$250.00		0.00			
N 3	7	06/17/10	06/18/10	ABC 7 News at 5p CM	5-530p		---TF--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
				ABC 7 News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/10	06/20/10	---TF--		1				\$300.00		0.00			
N 4	7	06/17/10	06/18/10	ABC 7 News at 530p CM	530-6p		---TF--	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
				ABC 7 News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 06/14/10	06/20/10	---TF--		2				\$350.00		0.00			



Contract / Revision 19484 Flight Dates 06/17/10-06/18/10

Hiatus Dates

Original Date / Revision 06/15/10/ 06/16/10

Order Sep 00:15:00

Advertiser FLORIDA FIRST INITIATIVE Product

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 5	7	06/17/10	06/18/10	ABC 7 News at 6p	CM	6-630p	---TF--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
				ABC 7 News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	06/14/10	06/20/10	---TF--		2				\$700.00		0.00			
N 6	7	06/17/10	06/18/10	M-Sun ABC 7 News at 10M	CM	M-F 11-1135p / Sa	---F--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
				M-Sun ABC 7 News at 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	06/14/10	06/20/10	---F--		1				\$600.00		0.00			
Totals														10	\$3,900.00